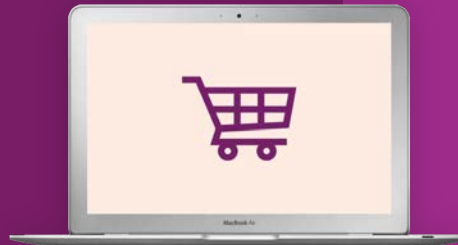

Staying Competitive in the Age of eCommerce

Robert Bigler

COO and Director of Product,
eBay Canada



ebay



Commerce of today is:

- Consumer driven
- Technology enabled
- Global

Online Shopping is the New Normal

Global retail eCommerce

\$2.3T USD

in 2017

Total global retail

10%

in 2017

Global eCommerce
growth rate

25%

in 2017

eCommerce is Global Commerce

Global retail eCommerce

\$4T USD

by 2020

Cross-border shopping

20%

of eCommerce in 2022

Cross-border eCommerce
will increase by

25%

through 2023

Cross-Border Trade Benefits

For Small Businesses and Entrepreneurs

55%

Higher sales

54%

Higher value-added per worker

42%

Higher wages paid

8.5%

Less likely to go out of business

2x

As likely to outperform the market

Canadian eCommerce Landscape

Canadian eCommerce
sales

\$43B_{USD}

in 2018

Total Canadian retail

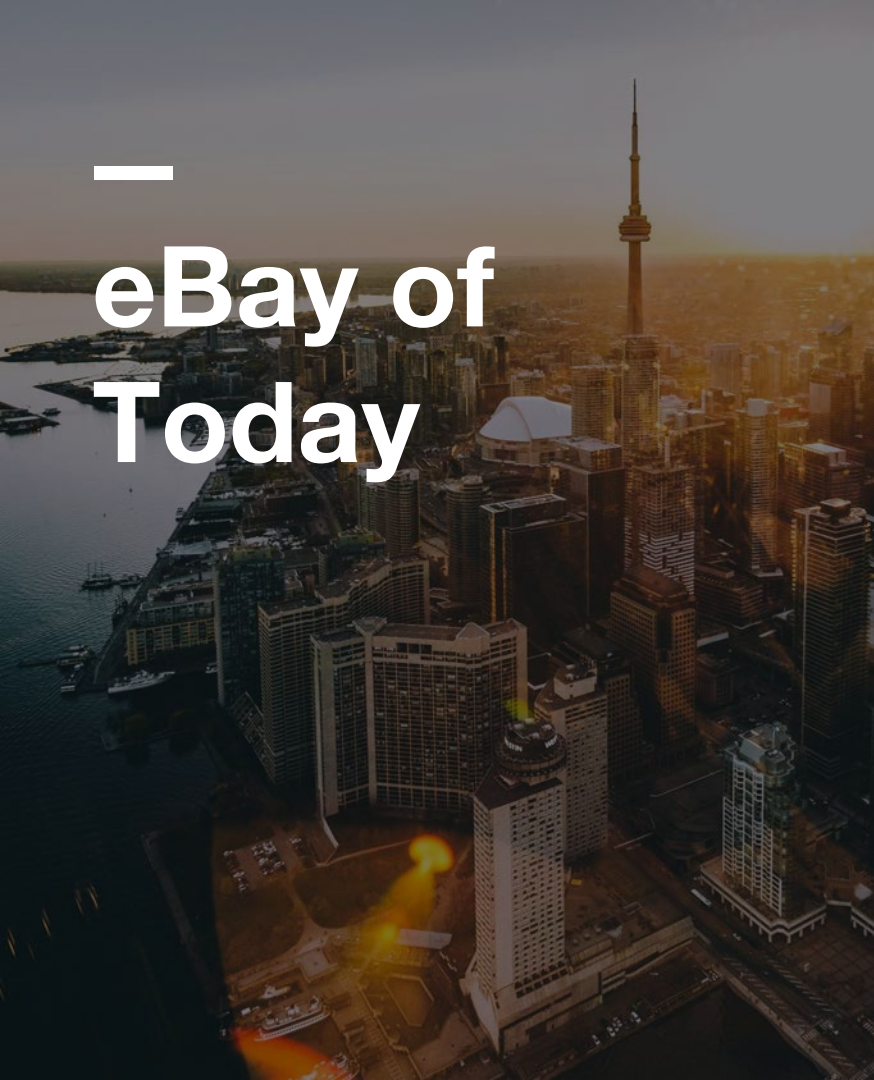
9%

in 2018

Canadian cross-border
eCommerce purchases

50%

in 2018



—
eBay of
Today



ebay



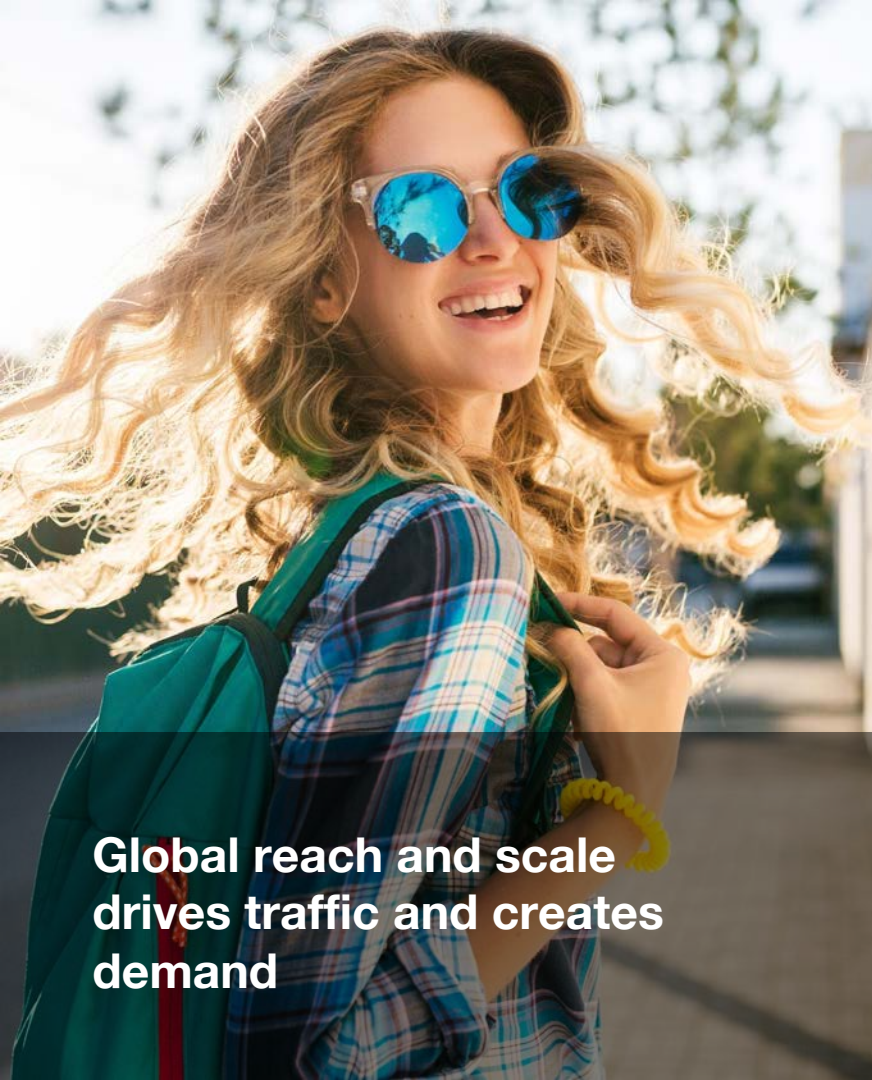
a Different Form of Commerce

We connect *millions* of buyers
and sellers around the world

Commerce with Purpose

Empowering people and creating economic opportunity for all.





**Global reach and scale
drives traffic and creates
demand**

\$22.7B

GMV in Q3 2018

1.1B

Approx. number of
live listings

80%

Items sold are new
And unused

63%

GMV involves a mobile
touch-point

eBay in Canada



Top 3

eCommerce player*

\$1.5B

Traded by Canadians
annually

1M+

Sold by Canadians
monthly

*Source: comScore Media Metrix: August 2018

Canadian eBay Sellers Are Avid Exporters



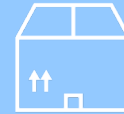
99.9%

Commercial sellers
exporting



18

Average number of
foreign markets



50%+

Majority of sales
through exporting

eBay Canada “The New Micro-Multinational” study from 2016 leveraging
Canadian eBay sellers with \$10,000 USD or more on eBay in 2015

—
**eBay's
Competitive
Edge**

The eBay logo is positioned in the bottom right corner of the slide. It consists of the word "eBay" in a lowercase, sans-serif font. The letter "e" is a dark purple, while the letters "b", "a", and "y" are a lighter shade of purple. The logo is set against a light purple background that is part of a larger grid of colored squares.

One of the World's Largest and Most Vibrant Marketplaces



177M

Active buyers in Q3 2018

190

Markets worldwide

Vertical Leadership



**An appliance
is purchased
every 5 seconds**



**A tool is
purchased
every 5 seconds**



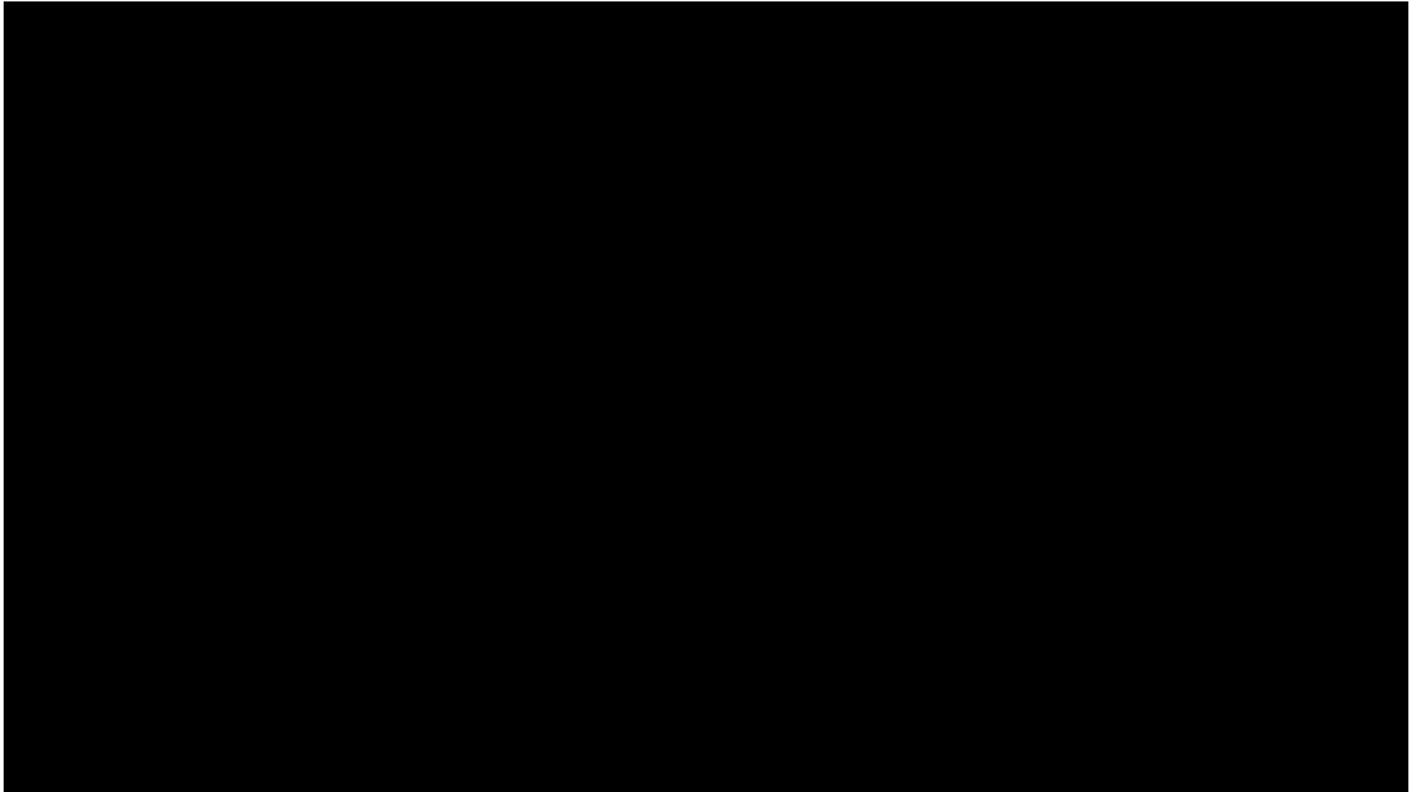
**17k smartphones
sold daily - one
every 5 seconds**



**Similar velocity
with car parts
and car tires**

Unparalleled Range & Diversity of Inventory



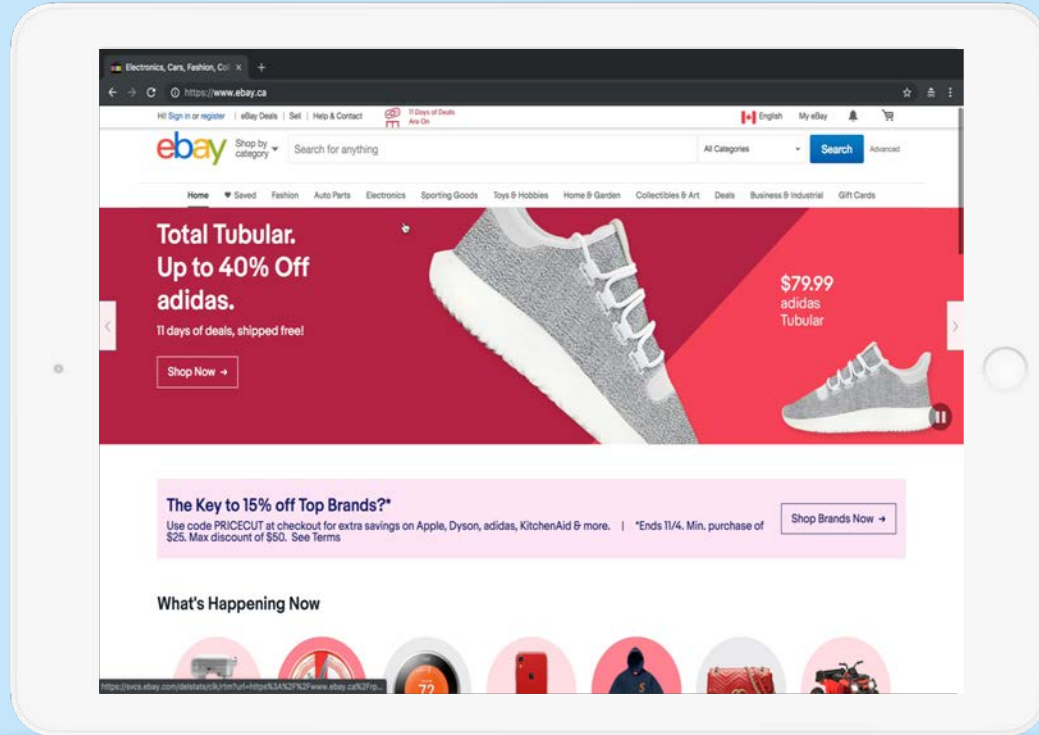


—
**Enhancing
Buying &
Selling
Experiences**

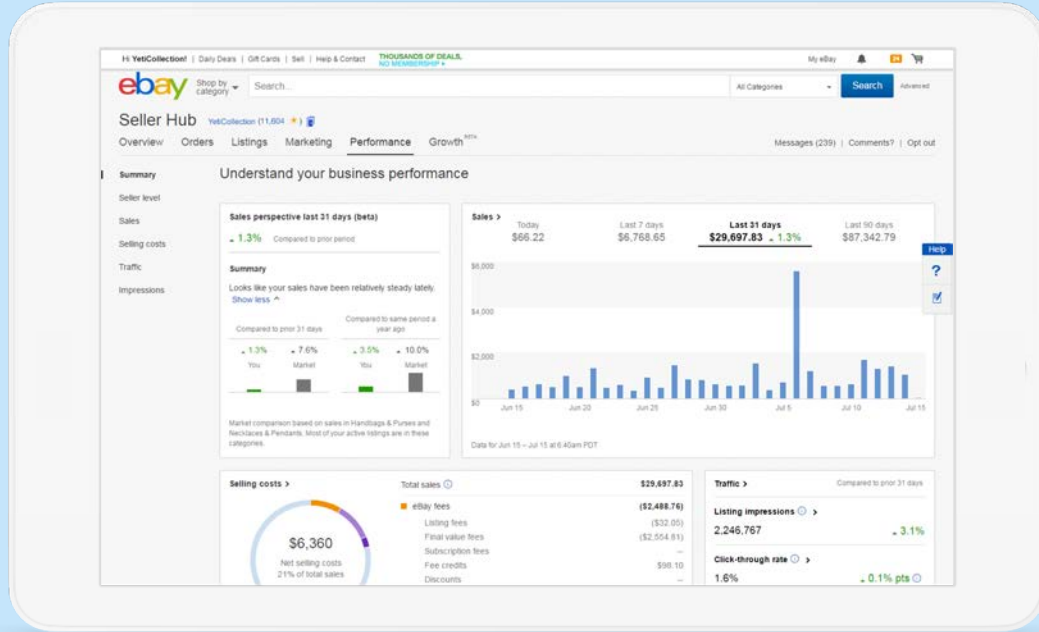


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Personalization



Centralized resource to manage & grow your business



Monitor you business

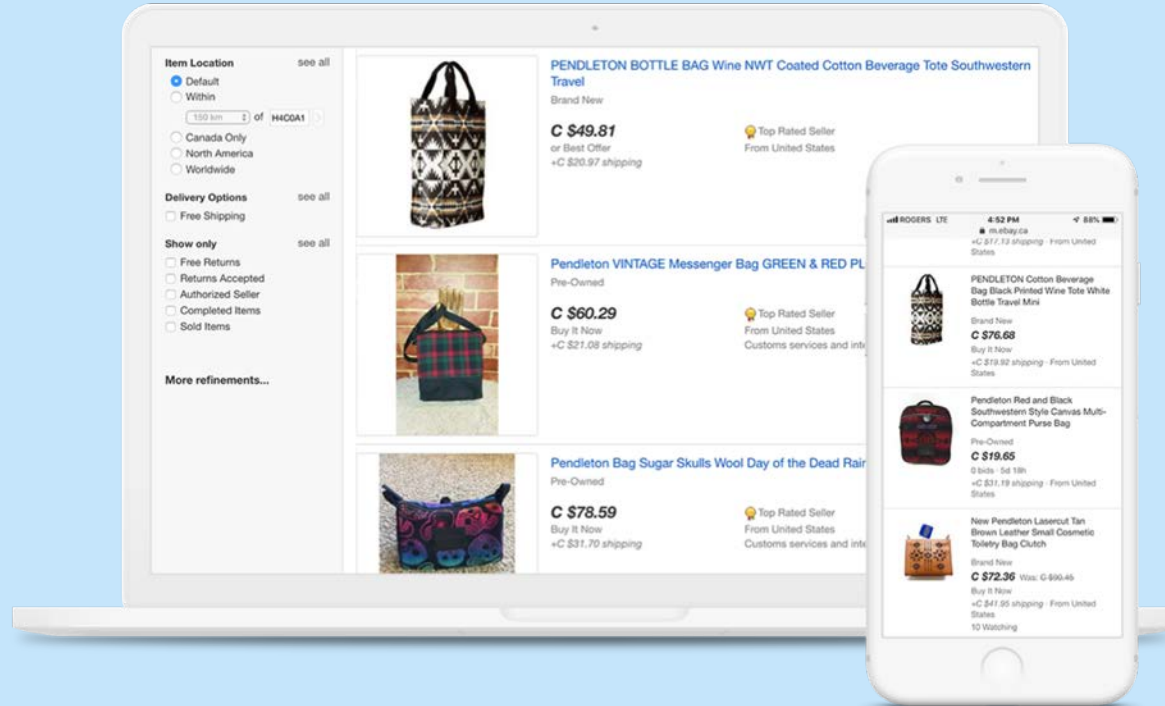
Manage your listings & orders

Seller Hub

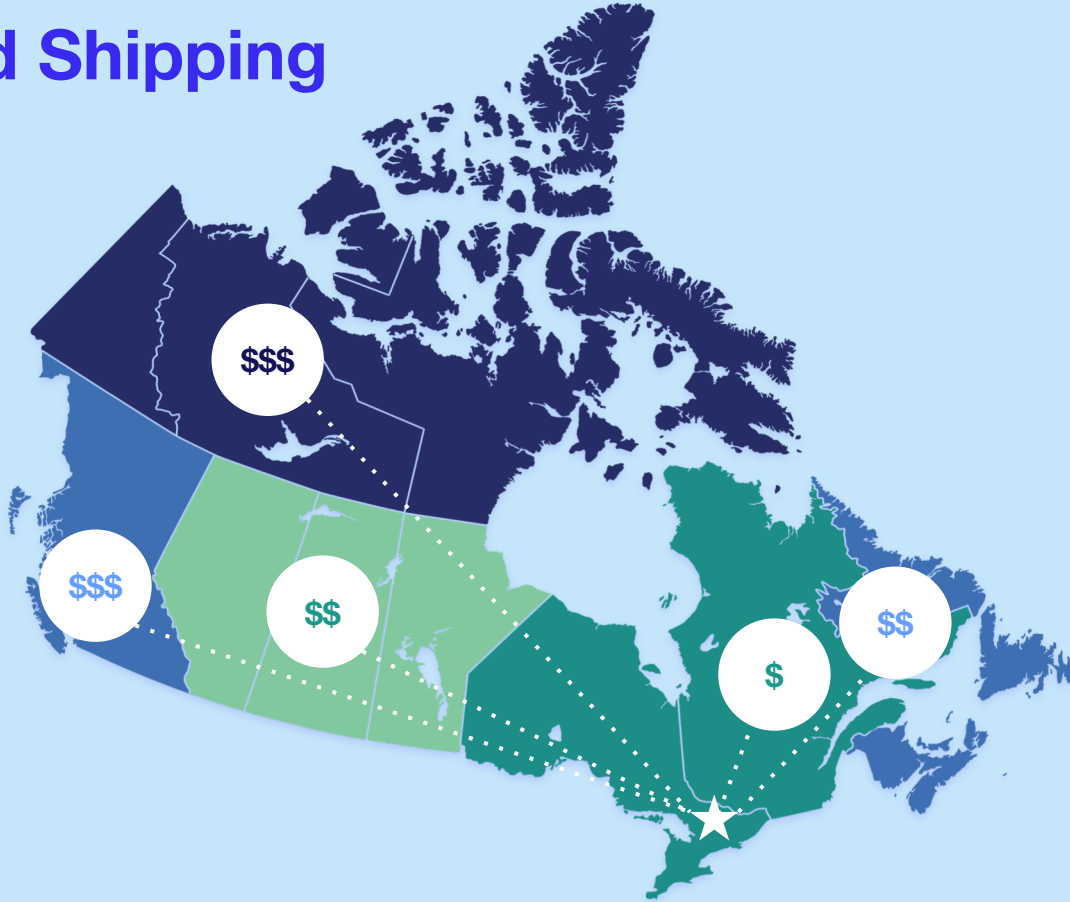
Review metrics on performance

Access insights and to grow business

Powerful Advertising Capabilities



Optimized Shipping Options

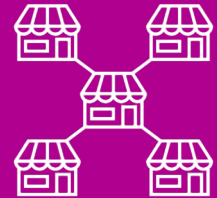
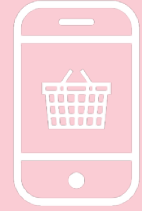
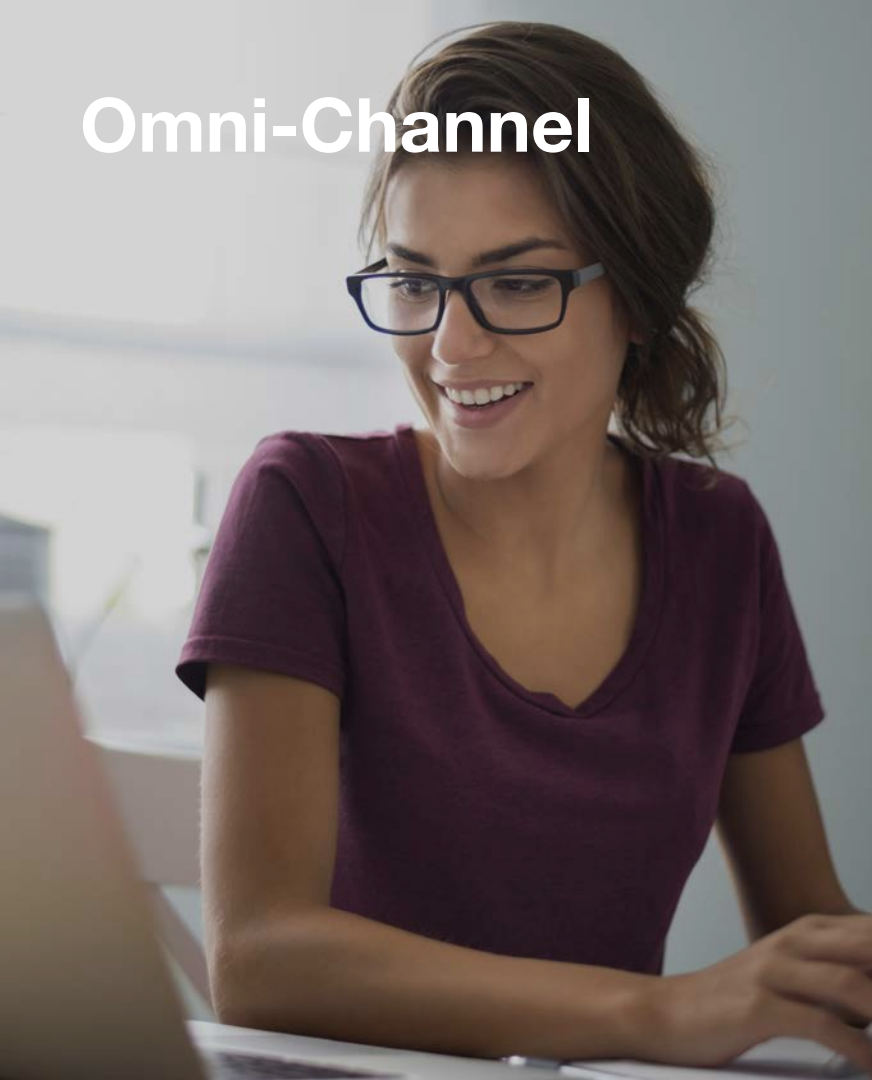


—
**The Era of
Omni-Channel
Sales**



ebay

Omni-Channel



WHY MARKETPLACES



**LEVERAGE YOUR
INVESTMENT**



**LEVERAGE THEIR
INVESTMENT**

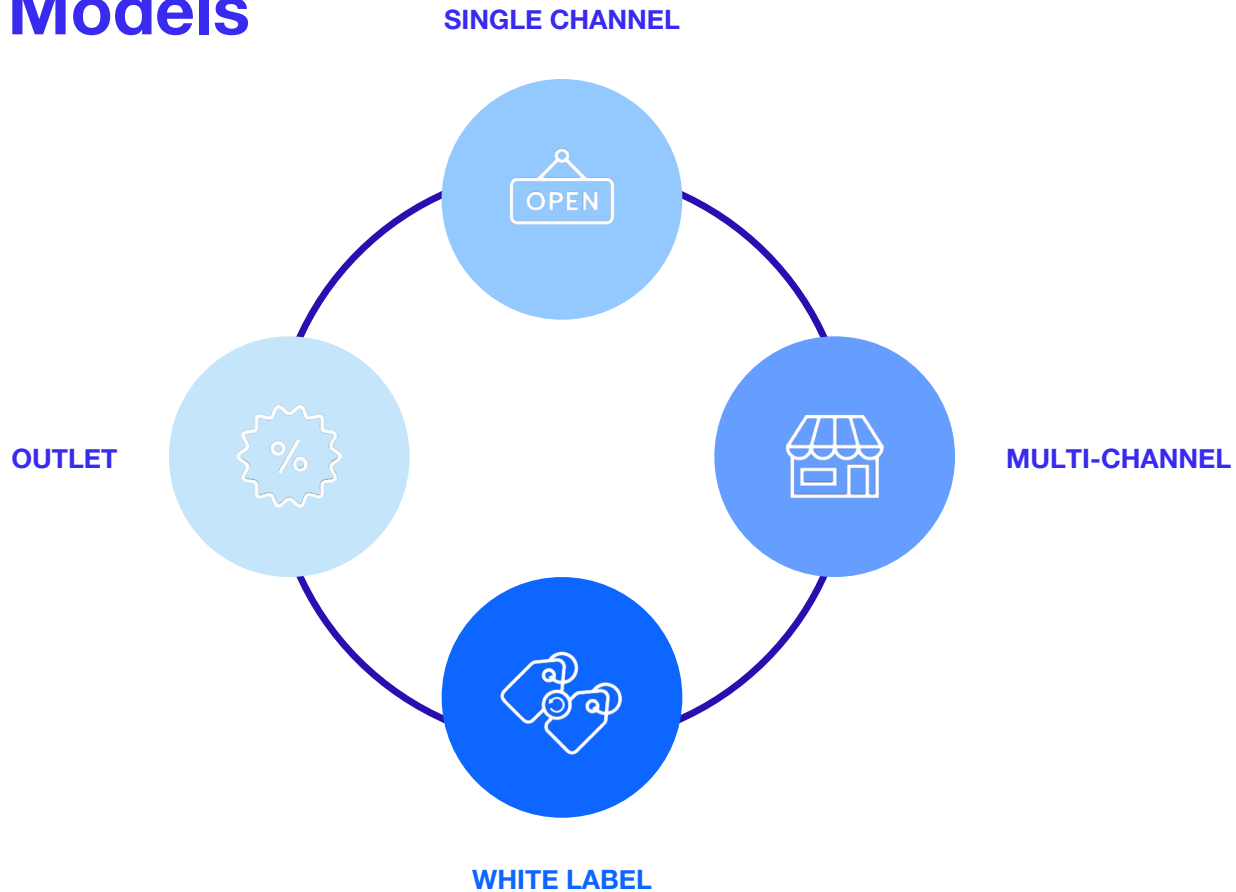


**TAP INTO GLOBAL
DEMAND**

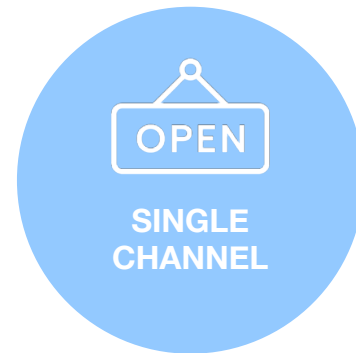
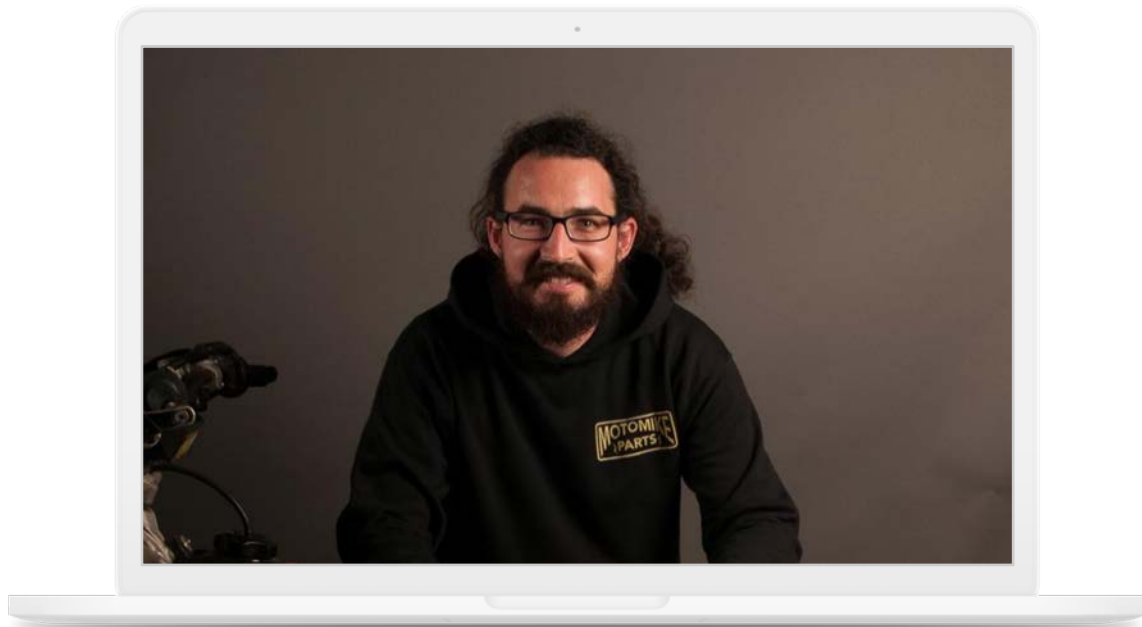


**GAIN
PARTNERSHIP
& SUPPORT**

Different Models



Canadian Sellers



Mike Maguire

MotoMike Canada

Canadian Sellers



Nadia Shuaib

Budget Electronics

Canadian Sellers



Michel Robidoux

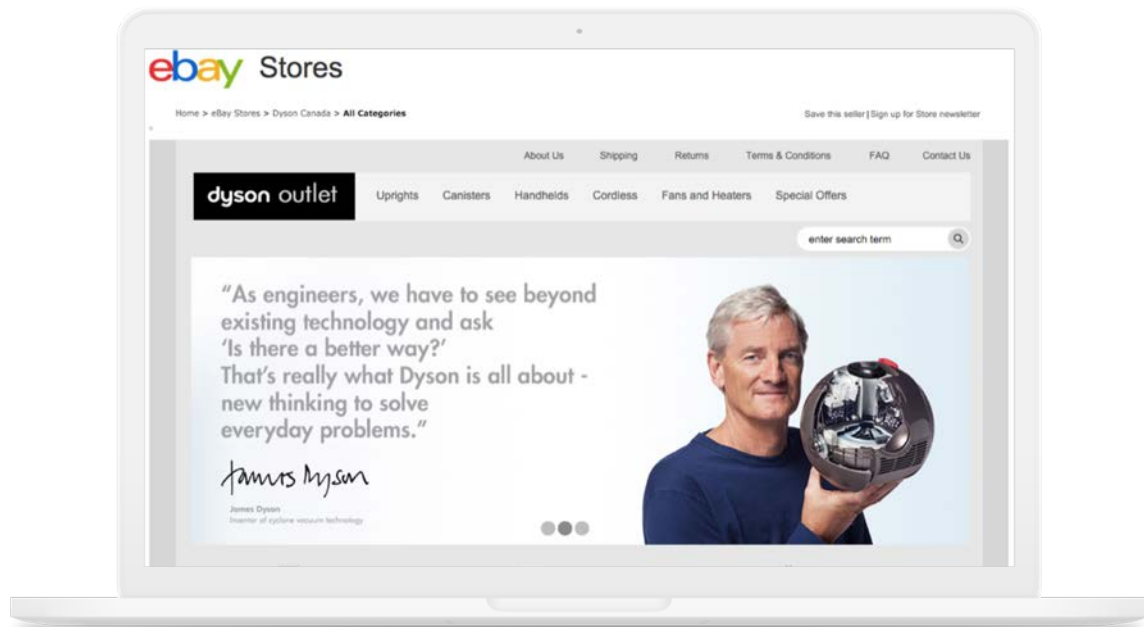
Le Monde du Foyer

Canadian Sellers



**So Good
To Buy**

Canadian Sellers



Dyson Canada

WHAT WORKS?

- ✓ **Active management**
- ✓ **Competitive price points**
- ✓ **Customer service**

WHAT DOESN'T?

- ✗ **“Set it and forget it”**
- ✗ **No industry research**
- ✗ **Poor reputation**

ebay





Thank you

ebay